

Loco Patron Restaurant
4228 N. Scottsdale Road
Bar Use Permit

Project Narrative –Second Submittal

Loco Patron Mexican Grill respectfully requests that the City approve this Application for a Conditional Use Permit. After one year of successful operation Loco Patron Mexican Grill realized it just narrowly missed the food service sales requirements set forth under State law for its class of liquor license. Loco Patron sold just over 35% food for the year narrowly missing the 40% requirement for its class of license. Loco Patron Mexican Grill is intent on operating as a restaurant but now requires a new Series 6 Liquor License (a “Series 6”) and this Use Permit to continue to operate. Through this Use Permit Application Loco Patron Mexican Grill is simply attempting to continue its tradition of serving quality food in a location that is ideally suited for its use.

Loco Patron Mexican Grill is voluntarily submitting this Application to the City

Initially, we would like to make it clear that Loco Patron has been proactive on this issue and is coming to the City on its own and is not being forced to apply by the State or doing this as a reaction to any investigation. After one year of operation the owners of Loco Patron Mexican Grill determined that they were narrowly going to miss the food sales requirements of their Series 12 Liquor License and unlike other similar applications the City has seen, Loco Patron took it upon itself to solve this problem rather than choosing to operate improperly. While the owners of Loco Patron remain dedicated to the restaurant business, and continue to find innovative ways to increase the food ratio, they do not want to run afoul of the Series 12 License requirements and State Law. Given this concern, the owners of Loco Patron wish to continue their business under a Series 6. The owners felt it was important to make this application as soon as they realized they would not reach the 40% requirement.

Loco Patron Mexican Grill is a Restaurant

Loco Patron Mexican Grill is a classic Mexican style restaurant in the mold of Macayo’s or Los Olivos. The owners are hopeful that this is going to be the first of many such restaurants throughout the Valley. The interior of the restaurant has a dedicated dining area that is distinctly set apart by a dividing wall visible upon entry and features a large open exhibition kitchen. The exhibition kitchen is prominently featured and open for public viewing. The kitchen staff prepares all their ingredients daily including the restaurant’s signature salsa. More than 58% of Loco Patron’s payroll goes toward kitchen staff something a “bar” would never do. Loco Patron has a full time professional head chef on staff and they are constantly striving to upgrade the quality of their food. Loco Patron operates with a full menu at all hours and its kitchen just received a perfect

score on its latest health inspection. A copy of a menu is attached as Exhibit "A" and a copy of the latest perfect health inspection is attached as Exhibit "B".

Loco Patron is run and operated as a restaurant. In order to continue being a productive business, it is essential that Loco Patron Mexican Grill be granted this Conditional Use Permit. Despite its earnest efforts to meet the 40% food service requirement necessary to hold a Series 12 license, Loco Patron's annual average food ratio for its first year is at approximately 35.4%. During the six month period from December through May, Loco Patron meets its required ratio, selling over 40% food for that half a year. It is only during the summer months that Loco Patron's overall sales go down and that it does not meet its food sales requirements. All in all, even with the six month down swing Loco Patron Mexican Grill just narrowly misses its required ratio coming in at just over 35% food sales. Clearly this operation is and will remain a successful restaurant. However, the summer months curb lunch time food traffic as well as all business considerably, lowering the yearly ratio to its current level.

Loco Patron's Executive Chef has won awards for his cooking and has studied and trained at some of the Valley's finest restaurants including Vincent's, Rancho Pinot Grill, and Christopher's Bistro. Executive Chef Oliver Lubenec's Resume is attached as Exhibit "C". Chef Oliver can also be heard as a regular guest on AM 1310 talking about his cooking. Clearly, this is a serious kitchen that would not be typical of a bar type use.

Proposed stipulations will assure City that Loco Patron Mexican Grill will operate as a restaurant

In order to assure the City that Loco Patron Mexican Grill is deeply dedicated to continuing its restaurant business, the owners are willing to agree and stipulate to the following as conditions of the Use Permit:

- 1) Loco Patron will derive at least 30% of its annual income from the sale of food and will have an independent accountant provide the person designated by the City to receive such, with a certified statement, on an annual basis, indicating whether this requirement has been met;
- 2) Loco Patron will keep its kitchen open and serve its full menu until at least 1:00 a.m., seven days a week;
- 3) Loco Patron will operate with the same number of dining tables in use at the establishment for dining as are in place at the time of issuance of this Use Permit;
- 4) Loco Patron will not modify its current floor plan; and
- 5) Loco Patron will provide additional landscaping between its patio and Scottsdale Road designed to further obstruct the view of the patio from Scottsdale Road.
- 6) Loco Patron will provide a morning cleanup crew on weekend mornings to pick up trash outside the establishment and in the surrounding area.

Loco Patron Mexican Grill is the type of business that should be encouraged in the City of Scottsdale. The owners of Loco Patron have expended approximately a half million dollars to create and maintain a quality establishment that is enjoyed by its patrons and respected by its neighbors. Loco Patron is not asking to change the product it provides or place any type of additional strain on community resources. Loco Patron is simply trying to continue its restaurant business under a license that is more conducive to its continued operation. These proposed stipulations will ensure that Loco Patron Mexican Grill continues to operate as a restaurant.

Loco Patron Mexican Grill has dramatically improved aesthetics of building

Prior to Loco Patron purchasing it, the building which now houses the restaurant was a dilapidated nightclub with a history of noise and safety violations. The owners of Loco Patron changed this dynamic completely, pouring nearly a half million dollars into a total renovation of the property. What was once a blight on Scottsdale's landscape has become an aesthetically pleasing establishment that is a valued part of the neighborhood and a tremendously welcoming tourist stop. You can see the dramatic transformation in the pictures attached as Exhibit "D" and can imagine the impact this has had on its neighbors in the community.

Loco Patron Mexican Grill has the support of the Scottsdale Chamber of Commerce and many others in the community

The Scottsdale Chamber of Commerce has written a memorandum urging that the City support this Application. This memo from Rick Kidder to the City Council is attached as Exhibit "E". Further, those in the surrounding community support this application as evidenced by the 40 signatures in support from surrounding business owners attached to this application along with many supportive letters from the community. See the signed petition attached as Exhibit "F" and letters of support attached as Exhibit "G".

Loco Patron Mexican Grill cannot avoid the need for this permit

Loco Patron takes this application very seriously, and before heading down this path it investigated the possibility of taking steps to continue to operate with a Series 12 license. As you can see by the letter attached hereto as Exhibit "H", a professional in the restaurant business was consulted and concluded that the only long term guarantee for Loco Patron to operate as a restaurant was for it to hold a Series 6 liquor license. The Owners are simply unwilling to take the chance that their substantial investment could be undone because an attempt to push up food sales turns out to be unsuccessful, leaving them just shy of the 40% requirement. The acquisition of a Series 6 subject to the proposed stipulations absolutely guarantees to the owners that they can stay in business while guaranteeing to the City that Loco Patron will always be a restaurant.

Loco Patron Mexican Grill is a positive member of the Community

Loco Patron prides itself on being a positive influence on the community in which it operates. You may have seen the Loco Patron cleaning crew out patrolling the area between Scottsdale Road and Craftsman Court from 3rd Ave to 5th Ave. This group, in bright yellow shirts, happily works to keep Downtown Scottsdale beautiful on a daily basis. You can see pictures of the cleaning crew in action in Exhibit "I".

Loco Patron supports a number of Scottsdale based charities and activities

Loco Patron Mexican Grill is a proud sponsor of the Scottsdale Gallery Association's Thursday Night Art Walks. This is especially meaningful and important as Loco Patron strives to be a good neighbor and support all businesses within its immediate neighborhood. Further, Loco Patron Mexican Grill is happy to be fundraising partners with both the McDowell Sonoran Conservancy and Scottsdale Training & Rehabilitation Services (formerly Scottsdale Foundation for the Handicapped). Loco Patron currently is busy planning fundraising activities to support these important charities. Loco Patron also supports Arizona's only pre-professional ballet company through donations to Ballet Etudes Gild and regularly sponsors a youth football team.

Nightlife and entertainment options are important to Scottsdale's future

Loco Patron Mexican Grill is an important part of one of Scottsdale's key tourist industries; nightlife, a resting spot for gallery goers and entertainment. Loco Patron has recently been featured on the front page of Nightlife Magazine and has established itself as a great place to have lunch and dinner as well as a fun and safe place to stay after you eat. A copy of this article is attached as Exhibit "J". Nightlife and entertainment are an integral part of what makes Scottsdale recognizable across the Country. In fact, even the New York Times recently wrote an in depth article in its travel section detailing the excitement of Scottsdale nightlife. As you can see from the New York Times article attached as Exhibit "K", professionals from around the Country look to Scottsdale as a fun place to vacation precisely because of places like Loco Patron.

Loco Patron Mexican Grill is compatible with its location in the community

Loco Patron Mexican Grill's Application is appropriate in that it maintains the regular balance of Series 6 licenses in the areas. Despite many rumors to the contrary, the City of Scottsdale's own records reflect that the number of Series 6 licenses in operation to the west of Scottsdale Road in the Downtown area have actually decreased over the last 4 years. As you can see in the attached City records (Exhibit "L"), there are currently 13 bars or restaurants operating with a Series 6 liquor license to the west of Scottsdale Road including Loco Patron Mexican Grill. By comparison, in 2003 there were actually 15 Series 6 licenses in operation in the same area. Furthermore, the total number of Series 6 licenses in the entire Downtown area has not changed since 2003 with a total of 31 still in place including Loco Patron. Those that argue that bars have

proliferated in the Downtown in recent years are misinformed in light of the City's own records.

Not only is Loco Patron appropriately located from a historical point of view but it is also in the right location when its physical characteristics are reviewed. Loco Patron is located immediately adjacent to Scottsdale Road. This type of establishment makes perfect sense in this location. It is not located back in among the galleries and other retail uses. Rather, Loco Patron Mexican Grill is located right along a major arterial road adjacent to a new huge parking structure making access easy. There can be no doubt that a restaurant of this type is compatible with location along this stretch of a major arterial as similar establishments are all along this portion of Scottsdale Road including, among others, Oreganos, Ra, Bandera, Pink Pony, Big fat Greek Restaurant, Bucca di Beppo, Stingray, Salty Senorita, Bungalow, Ibiza, Patsy Grimaldi's Pizzeria, Italian Grotto, Bravo Bistro, Scottsdale Kebab, Billet Bar, and the Breakfast Club. Just like Loco Patron Mexican Grill, many of these 16 or so establishments incorporate some form of patio visible from Scottsdale Road and serve both food and alcohol, many until late in the evening. Clearly, Loco Patron is in an appropriate location to operate with a Series 6 license.

Further, as explained more closely in paragraph 1 below, the substantial increase in office, retail and residences that is quickly coming to the Downtown area will only increase the need for establishments such as Loco Patron. The more people in the Downtown area for work or for play means a higher demand for quality restaurant establishments and Loco Patron Mexican Grill expects its business to increase along with the rest of the Downtown. Loco Patron provides a place for employees of local businesses to have lunch and for shoppers to stop and eat which in turn encourages them to spend more time in Downtown and spend more money.

Loco Patron Mexican Grill meets or exceeds all of the City's Use Permit Criteria

Loco Patron will also meet or exceed all of the use permit criteria set forth in Scottsdale Zoning Code section 1.403, D.1-9, as follows:

1. The use will not disrupt the balance of daytime and nighttime uses in the area as Loco Patron will continue to operate in the same manner it had previously, with such use being consistent with and supportive of other establishments in the same area. Loco Patron will be open during the day and will support daytime uses in this area by bringing people Downtown and keeping them there longer enhancing the neighboring retail uses.

The Downtown area, with its growing commercial, residential and office uses is in desperate need of additional sit down lunch options for residents and employees; a need that Loco Patron helps the City meet. It is well known that office, residential, and commercial uses create the need for surrounding restaurants to provide lunches and dinner when appropriate to employees, customers and residents. The Waterfront project alone will be bringing hundreds of employees to the Downtown area along with thousands of residents and shoppers every day.

Currently, Loco Patron does a significant amount of lunch business serving between 66 and 70 lunches (between 11:00 a.m. and 3:00 p.m.) on an average day in season. The demand for Loco Patron is already there and will only continue to grow. In its first year Loco Patron did approximately a half million dollars in food sales alone.

The building that Loco Patron occupies has been used as a restaurant or bar continuously for many years. The previous tenant at this location was a nightclub that only operated during the evening hours and did not serve food. Loco Patron stepped in and totally transformed the building and the business at this location. Loco Patron now serves lunch (food all day until close actually) to serve the many visitors and businesses in the Downtown Scottsdale area

Restaurants such as Loco Patron serve the customers of the many galleries and shops in the area and help to support the daytime activities in the area. Customers of the various Downtown shops can stay longer in the Downtown area and spend more money if they have restaurants to visit in the middle of their day. Loco Patron's records already indicate that it serves around 70 lunches per day in season. That is 70 people who may have otherwise left the Downtown area or not even come to the area without Loco Patron on any given day.

In the nighttime after dinner Loco Patron becomes part of what has become a nationally recognized entertainment destination. The entertainment and nightlife industry in Scottsdale has become a focus of CVB marketing and has received exposure in national publications including the New York Times. Locally, the Business Journal, the Tribune and the Arizona Republic have all carried articles and/or editorialized regarding the positive impact of nighttime uses and entertainment on the present and future of Downtown Scottsdale. Without establishments such as Loco Patron making large investments in the Downtown and creating a buzz at all hours of the day, the City may not have as quickly recognized its goals of bringing fresh new residences, businesses, offices and destination hotels to the Downtown area. The Downtown needs to be balanced to be sustained and Loco Patron is part of that balance.

2. Pedestrian related daytime activities will be unaffected as Loco Patron will continue to operate in the same manner as it has previously. Loco Patron will continue to serve lunch daily, which is a benefit rather than a hindrance to any pedestrian activity. As outlined above, local restaurants encourage people to visit the Downtown area and give customers of local businesses a reason to extend their stay. Rather than leaving the area to go get food, restaurants such as Loco Patron provide a reason for visitors Downtown to stay Downtown.

Loco Patron is located along a major arterial and pedestrian traffic is generally less prevalent in this area than it is back amongst the shops and galleries to the west. Loco Patron serves to bring a number of pedestrians to this area which will help the surrounding establishments get additional exposure.

3. Daytime retail will not be displaced, as Loco Patron is not located among a concentration of retail establishments. Loco Patron's location has traditionally been operated as a restaurant or bar so its presence does not serve to displace any

existing or past retail uses. Loco Patron is located along Scottsdale Road, directly adjacent to the City's new parking garage and is not set back in the galleries and other daytime retail in the same area. In addition, adequate parking will be provided through a combination of on site, credits, and leases.

4. The use is not within 500 feet of a residential use.

5. Security will not be an issue at Loco Patron, and it has not been in the past. Transition to a Series 6 license will actually increase security, as Loco Patron will be allowed to post a doorman to check ID's, further deterring underage drinking and promoting a safer environment for patrons. The Series 6 license will also require that all persons under 21 be accompanied by an adult and will require a security and maintenance plan to be adopted to govern the operation of the restaurant. In initial meeting with Lieutenant Tom Henny from the Scottsdale Police department we have been informed that there are no existing security issues at Loco Patron.

6. Loco Patron currently has an established refuse control plan which will not be affected by the granting of a use permit. Loco Patron does not anticipate an increase in the amount of refuse generated, as the use of the property will not actually change.

7. No external lighting, other than the security and electric signage previously approved under separate permits, is proposed at this time. The interior space is fully enclosed and prevents voices on the radio, if any, from emanating into the public area. Any noise emanating from the property will be at a decibel level prescribed by the City at the property line.

8. There currently is sufficient parking to serve the patrons of the restaurant. Parking will be provided through a combination of on site, City Credits and parking leases. The use will not exceed the capacity for traffic in the area, as Loco Patron is located along Scottsdale Road, not along a small neighborhood street and immediately adjacent to the new City-owned parking garage.

9. No after hours operations are proposed.

Conclusion

Loco Patron Mexican Grill respectfully requests that the City of Scottsdale grant it a Conditional Use Permit to allow the restaurant to operate with a Series 6 liquor license subject to the multiple stipulations proposed in this Application. The owners of Loco Patron Mexican Grill have dedicated themselves to the community in which they operate. They support a number of Scottsdale based charities and local events sponsored by the Gallery Association. They have spent approximately a half million dollars to beautify the City through the extensive renovation of a prominent building along Scottsdale Road. This Application has the support of the Scottsdale Chamber of Commerce and neighboring business owners (see attached). Additionally, the restaurant

is appropriately located and fits with the surrounding businesses in the area. The Applicants have also been proactive in dealing with their need for this Use Permit and, unlike many others, made this Application without being forced to do so by the City or the State. Furthermore, the Applicants have proposed a number of meaningful and easily enforced stipulations that will ensure to the City that Loco Patron Mexican Grill intends to continue to operate as a restaurant in the future.

LOCO PATRÓN

8-UP-2006
3-30-06

STARTERS

| | |
|---|---------------|
| Guacamolé and Chips | \$5.00 |
| Freshly made with our famous homemade spicy guacamolé. | |
| Smashed Potatoes | \$3.50 |
| Red new potatoes with a golden crunchy outside, soft creamy inside and served with Chipotle Ranch dipping sauce. | |
| Tortilla Soup | \$5.50 |
| Our signature soup is made entirely from scratch - grilled chicken, tomato, onion, garlic, garnished with avocado, tortilla strips, green onions and queso seco. | |
| Quesadilla | \$6.00 |
| A 14" hand stretched tortilla filled with cheddar and jack cheeses, green chiles, served with pico de gallo, guacamolé and sour cream. Add grilled chicken, beef or pork for only a dollar more. \$7.00. | |
| Tostada | \$3.50 |
| Crispy corn tortilla, refried beans, shredded lettuce, queso seco, pico de gallo, avocado cream. Add grilled chicken, beef or pork for only a dollar more. \$4.50. | |
| Nachos LOCO | \$7.50 |
| Two layers of homemade tortilla chips, marinated grilled chicken, beef or pork with frijoles, cheddar and jack cheeses topped with green onions, pico de gallo, with avocado cream and sides of guacamolé and sour cream. | |
| Chicken Wings Caliente | \$8.00 |
| A dozen of our juicy hot wings, celery & carrot sticks, chipotle ranch dressing... want to really heat things up?... try our Habañero Wings! | |
| Marinated Chicken Tenders | \$6.00 |
| Grilled chicken tenders served on a bed of lettuce accompanied by ranch dressing and a tomatillo chipotle salsa. | |
| Warm Jalapeño Artichoke Dip | \$6.50 |
| Creamy queso dip mixed with fresh jalapeño and artichokes, served with carrot sticks and homemade tortilla chips. | |

Salads

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| Marinated Grilled Chicken Salad | \$8.00 |
| Marinated grilled chicken nestled atop romaine and iceberg lettuce, tomato, carrot, radish, green onion, cucumber, queso seco and a roasted poblano vinaigrette. | |
| Grilled Steak Salad | \$9.00 |
| Grilled and marinated steak, crisp romaine, marinated onions, oven dried tomatoes, capers, radishes, queso seco, and a tangy chipotle dressing. | |
| Tomato Queso | \$7.50 |
| Sliced Roma tomatoes, mexican queso fresco, avocado, spring lettuce mix, tossed in a cilantro green chile vinaigrette. | |

ENTREES

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| Carne Asada | \$12.00 |
| Spicy grilled marinated steak with corn or flour tortillas, pico de gallo, guacamolé, sour cream, cheddar cheese, frijoles, spanish rice, shredded lettuce, marinated onions, radish and peas. | |
| Sizzling Fajitas | \$12.00 |
| Marinated beef or chicken, onions, peppers, corn or flour tortillas, pico de gallo, guacamolé, cheddar cheese, sour cream, shredded lettuce, frijoles and spanish rice. | |
| Burrito Grande | \$8.50 |
| 14" flour tortilla, frijoles, grilled beef, chicken or pork, spanish rice, pico de gallo, sour cream, guacamolé, cheddar cheese and cilantro vinaigrette. | |
| LOCO Tacos (2) | \$8.00 |
| Shredded pork, chicken or beef with corn or flour tortillas, shredded lettuce, pico de gallo, cheddar cheese, avocado cream, salsa, frijoles and spanish rice. | |
| Enchiladas (2) | \$9.00 |
| Choose chicken, cheese, beef or pork, flour or corn tortillas, red or spicy green enchilada sauce, cheddar cheese, frijoles, spanish rice, shredded lettuce, marinated onions, radish and peas. | |
| Crunchy Fish Tacos (2) and Chips | \$12.00 |
| Corona beer battered cod with corn or flour tortillas, shredded cabbage, marinated onions, pico de gallo, avocado cream, chile sauce and queso seco accompanied with crunchy golden smashed potatoes. | |
| Mahi Mahi Fish Tacos (2) | \$12.00 |
| Mahi Mahi in a tequila lime cilantro marinade with corn or flour tortillas, shredded cabbage, marinated onions, pico de gallo, roasted chipotle salsa, avocado cream, chile sauce and queso seco. Served with frijoles and spanish rice. | |

Soft Drinks, Bottle Water, Tea, Juice and Milk \$2.00

THE "KINGS" CHOCOLATE EXPLOSION

Homemade Chocolate Brownie, Vanilla Ice Cream, and Chocolate and Caramel Sauces ... \$6.00

— 18% Gratuity Added for Parties of 6 or More. —

LOCO PATRÓN

LUNCH MENU

Loco Patron Lunch Specials \$7

1. One Taco (Chicken, Beef, Pork or Mahi Mahi), One Bean Tostada.
2. One Burrito, One Cheese Enchilada.
3. One Enchilada (Chicken, Cheese, Beef or Pork), One Bean Tostada.
4. Two Tacos (Chicken, Beef or Pork).

Tortilla Soup \$5.50
Grilled chicken, tomato, onion, garlic, garnished with avocado tortilla strips, green onions and queso seco.

Grilled Steak Salad \$9.00
Grilled and marinated steak, crisp romaine, marinated onions, oven dried tomatoes, capers, radishes, queso seco, tangy chipotle dressing.

Marinated Grilled Chicken Salad \$8.00
Marinated grilled chicken, crisp romaine and iceberg lettuce, tomato, carrot, radish, green onion, cucumber, queso seco and a roasted poblano vinaigrette.

Tomato Queso \$7.50
Sliced Roma tomatoes, mexican queso fresco, avocado, spring lettuce mix, tossed in a cilantro green chile vinaigrette.

Sizzling Fajitas \$8.00
Marinated beef or chicken, onions, peppers, corn or flour tortillas, pico de gallo, guacamolé, sour cream, shredded lettuce, cheddar cheese, frijoles and spanish rice.

Mahi Mahi Tacos \$9.00
Mahi Mahi in a tequila lime cilantro marinade with corn or flour tortillas, shredded cabbage, marinated onions, pico de gallo, roasted chipotle salsa, avocado cream, chile sauce and queso seco. Served with frijoles and spanish rice.

Crispy Fish Tacos \$9.00
Corona beer battered cod, shredded cabbage, marinated onions, pico de gallo, avocado cream, chile sauce, queso seco, flour or corn tortillas, frijoles and spanish rice.

Soft Drinks, Bottled Water, Tea, Juice & Milk \$2.00

— 18% Gratuity Added for Parties of 6 or More. —

**MARICOPA COUNTY
ENVIRONMENTAL SERVICES DEPARTMENT
ENVIRONMENTAL HEALTH DIVISION
FOOD INSPECTION REPORT**

Permit # **SG50296** Expires: **09/30/2006**
EATING DRINKING 10 + SEATING

Date: **11/16/05**
Start Time: **3:51 PM**

Class: **4**
~~Establishment~~
LOCO PATRON
4228 N SCOTTSDALE RD
SCOTTSDALE AZ 85251

Owner: **JOSH LEVINE**
Permit Location: **LOCO PATRON**
District: **27 NORTHERN**
No variances recorded.

Score: **0**
Purpose: **ROUTINE INSPECTION**
Inspection not yet completed.
Pending Award: **Gold**

| | | | |
|-------------------------------|---------------------------------|--|------------------------|
| Phone: (480) 874-0033 | Food Manager Licenses: 1 | Future Action: ROUTINE INSPECTION | |
| Seating Capacity: 141 | Food Service Workers: 19 | Food Service Worker Cards: 19 | Cards Needed: 0 |
| Critical Violations: 0 | Repeat Violations: 0 | Samples Taken: | Embargoed: 0 |

Based on an inspection this date, the items listed below identify violations in operations or facilities which must be corrected. The major violations listed first and relate directly to the protection of the public from foodborne illness. Those items shall be corrected as soon as possible, or by such time indicated, in any case no later than 10 days from the date of inspection. All other violations must be corrected prior to the next routine inspection or in such time specified in writing by this agency. Failure to comply with time limits for correction may result in cessation of your Food Service operations.

Status indicates whether the item was met during the evaluation.

Key: y = yes n = no n/o = not observed n/a = not applicable

Detailed description of any violation that resulted in failure to meet an evaluated item follows this checklist.

| Status | Item |
|--------|------|
|--------|------|

COOKING, HOLDING AND COOLING TEMPERATURE CONTROLS

- | | |
|--|--|
| <input checked="" type="radio"/> y <input type="radio"/> n <input type="radio"/> n/a <input type="radio"/> n/o | 1 POTENTIALLY HAZARDOUS FOODS COOKED TO PROPER TEMPERATURE |
| <input checked="" type="radio"/> y <input type="radio"/> n <input type="radio"/> n/a <input type="radio"/> n/o | 2 COOKED POTENTIALLY HAZARDOUS FOODS HELD AT 130 DEGREES FAHRENHEIT OR ABOVE |
| <input checked="" type="radio"/> y <input type="radio"/> n <input type="radio"/> n/a <input type="radio"/> n/o | 3 POTENTIALLY HAZARDOUS FOODS REHEATED PROPERLY |
| <input checked="" type="radio"/> y <input type="radio"/> n <input type="radio"/> n/a <input type="radio"/> n/o | 4 COOKED POTENTIALLY HAZARDOUS FOODS COOLED PROPERLY |
| <input checked="" type="radio"/> y <input type="radio"/> n <input type="radio"/> n/a <input type="radio"/> n/o | 5 POTENTIALLY HAZARDOUS FOODS HELD AT PROPER COLD HOLDING TEMPERATURE |

EMPLOYEE HEALTH AND HYGIENE

- | | |
|--|---|
| <input checked="" type="radio"/> y <input type="radio"/> n <input type="radio"/> n/a <input type="radio"/> n/o | 6 EMPLOYEES HANDS AND EXPOSED ARMS CLEAN AND PROPERLY WASHED |
| <input checked="" type="radio"/> y <input type="radio"/> n <input type="radio"/> n/a <input type="radio"/> n/o | 7 HAND WASHING FACILITIES AVAILABLE AND FUNCTIONAL |
| <input checked="" type="radio"/> y <input type="radio"/> n <input type="radio"/> n/a <input type="radio"/> n/o | 8 EMPLOYEES USING PROPER HAND AND ARM CLEANING PROCEDURES |
| <input type="radio"/> y <input type="radio"/> n <input checked="" type="radio"/> n/a <input type="radio"/> n/o | 9 LIVE ANIMALS HANDLED PROPERLY |
| <input checked="" type="radio"/> y <input type="radio"/> n <input type="radio"/> n/a <input type="radio"/> n/o | 10 PERSON IN CHARGE REQUIRES EMPLOYEES TO REPORT ILLNESSES |
| <input checked="" type="radio"/> y <input type="radio"/> n <input type="radio"/> n/a <input type="radio"/> n/o | 11 EMPLOYEES EATING, DRINKING, OR USING TOBACCO ONLY IN DESIGNATED AREAS |
| <input checked="" type="radio"/> y <input type="radio"/> n <input type="radio"/> n/a <input type="radio"/> n/o | 12 PERSONS WITH DISCHARGES FROM EYES, NOSE, AND MOUTH PROHIBITED FROM WORKING WITH EXPOSED FOOD |
| <input checked="" type="radio"/> y <input type="radio"/> n <input type="radio"/> n/a <input type="radio"/> n/o | 13 FOOD HANDLERS PREVENTING CONTAMINATION OF READY TO EAT FOOD BY LIMITING BARE HAND CONTACT. |
| <input type="radio"/> y <input type="radio"/> n <input type="radio"/> n/a <input checked="" type="radio"/> n/o | 14 FOOD HANDLERS TASTING FOOD PROPERLY |

FOOD CONDITION AND SOURCE

- | | |
|--|--|
| <input checked="" type="radio"/> y <input type="radio"/> n <input type="radio"/> n/a <input type="radio"/> n/o | 15 ALL FOODS ARE FROM APPROVED SOURCES, SAFE, UNADULTERATED AND HONESTLY PRESENTED |
| <input type="radio"/> y <input type="radio"/> n <input type="radio"/> n/a <input checked="" type="radio"/> n/o | 16 FOOD RECEIVED IN PROPER CONDITION AND TEMPERATURE |
| <input type="radio"/> y <input type="radio"/> n <input checked="" type="radio"/> n/a <input type="radio"/> n/o | 17 SHELLFISH TAGS KEPT AS REQUIRED |

PREVENTION OF CONTAMINATION

- | | |
|--|--|
| <input checked="" type="radio"/> y <input type="radio"/> n <input type="radio"/> n/a <input type="radio"/> n/o | 18 EFFECTIVE FOOD SEPARATION, PACKAGING, SEGREGATION AND SUBSTITUTION METHODS PREVENT CONTAMINATION. |
| <input checked="" type="radio"/> y <input type="radio"/> n <input type="radio"/> n/a <input type="radio"/> n/o | 19 EFFECTIVE FOOD CONTACT CONTROLS ARE PREVENTING FOOD CONTAMINATION |
| <input checked="" type="radio"/> y <input type="radio"/> n <input type="radio"/> n/a <input type="radio"/> n/o | 20 FOOD CONTACT SURFACES AND EQUIPMENT CLEANED FREQUENTLY AND PROPERLY TO PREVENT FOOD CONTAMINATION |
| <input checked="" type="radio"/> y <input type="radio"/> n <input type="radio"/> n/a <input type="radio"/> n/o | 21 FOOD CONTACT SURFACES SANITIZED PROPERLY AND APPROVED EQUIPMENT BEING USED |

DATE MARKING AND DISPOSAL

- | | |
|--|---|
| <input checked="" type="radio"/> y <input type="radio"/> n <input type="radio"/> n/a <input type="radio"/> n/o | 22 READY TO EAT POTENTIALLY HAZARDOUS FOODS ARE CORRECTLY DATE MARKED |
|--|---|

CONSUMER ADVISORIES AND PROTECTION

- | | |
|--|---|
| <input checked="" type="radio"/> y <input type="radio"/> n <input type="radio"/> n/a <input type="radio"/> n/o | 23 CONSUMER ADVISORIES CONDUCTED PROPERLY |
|--|---|

Status indicates whether the item was met during the evaluation.

Key: y = yes n = no n/o = not observed n/a = not applicable

Detailed description of any violation that resulted in failure to meet an evaluated item follows this checklist.

Status

Item

DEMONSTRATION OF FOOD SAFETY KNOWLEDGE

☒ y ☐ n ☐ n/a ☐ n/o 24 PERSON IN CHARGE ASSIGNED, AND DEMONSTRATED ADEQUATE FOOD SAFETY KNOWLEDGE APPLICABLE TO OPERATION

TIME ONLY AS A FOOD SAFETY CONTROL

☐ y ☐ n ☒ n/a ☐ n/o 25 FOOD HOLDING AND STORAGE TIME IS WITHIN FOOD SAFETY LIMITS

HACCP PLAN FOLLOWED

☐ y ☐ n ☒ n/a ☐ n/o 26 HACCP PLAN FOLLOWED PROPERLY

PHYSICAL FACILITIES

☒ y ☐ n ☐ n/a ☐ n/o 27 CRITICAL ITEMS IN COMPLIANCE

INSECT, RODENT, ANIMAL CONTROL AND TOXIC ITEMS

☒ y ☐ n ☐ n/a ☐ n/o 28 CRITICAL ITEMS IN COMPLIANCE

EQUIPMENT, UTENSILS AND LINENS

☒ y ☐ n ☐ n/a ☐ n/o 29 CRITICAL ITEMS IN COMPLIANCE

SPECIAL REQUIREMENTS FOR HIGHLY SUSCEPTIBLE POPULATIONS

☐ y ☐ n ☒ n/a ☐ n/o 30 CRITICAL ITEMS IN COMPLIANCE

MOBILE FOOD AND VENDING

☐ y ☐ n ☒ n/a ☐ n/o 31 CRITICAL ITEMS IN COMPLIANCE

Comments

NO VIOLATIONS NOTED AT TIME OF INSPECTION.

Inspected by

FRANK ELLIS (602) 867-1780 Ext. (211)

Received by:

OLIVER LUBENEC

OLIVER LUBENEC

OBJECTIVE

Own and operate one or several restaurants

EDUCATION

1988 - 1990 Scottsdale Community College Scottsdale, AZ
Culinary Arts Program

- 3.8 GPA
- Gold medal received in AZ Culinary Olympics
- Completed ten week seminar on Time Management

2000 – Present South Mountain Community College Phoenix, AZ
Cisco Certified Network Associate (CCNA)

- 4.0 GPA

Microsoft Certified Systems Engineer (MCSE) Phoenix, AZ

- 4.0 GPA

Summer 2000 Gateway Community College Phoenix, AZ
A+ Certification (A+)

Network Plus Certification (Net+)

- 4.0 GPA

SUMMARY OF QUALIFICATIONS

- Self motivated
- Works well with others and individually
- Delegate authority
- Flexible to new ideas and concepts
- Solution and task orientated
- Well organized
- Attentive to detail
- Manage resources – lead people

WORK EXPERIENCE

| | | |
|--|-------------------------------|---------------------|
| Jan 2004 – Present | Loco Patron | Scottsdale, AZ |
| <i>Executive Chef</i> | | |
| Jan 2003 – Dec 2003 | Silverleaf Golf Club | Scottsdale, AZ |
| <i>Sous Chef</i> | | |
| April 1999 – Dec 2002 | self employed | Paradise Valley, AZ |
| <i>Personal Chef</i> | | |
| March 1998 - Dec 1998 | Rancho Pinot Grill | Scottsdale, AZ |
| <i>Pastries, Garde Manger, Daily prep</i> | | |
| April 1997 – Feb 1998 | Arizona Catering | Mesa, AZ |
| <i>Executive Chef</i> | | |
| April 1994 – April 1997 | Catering and cooking classes | Phoenix, AZ |
| <i>Operated and owned catering business</i> | | |
| May 1993 – April 1994* | Jetz and Stixx nightclubs | Scottsdale, AZ |
| <i>Executive Chef</i> | | |
| Jan 1993 – May 1993 | Atlasta Catering | Phoenix, AZ |
| <i>Crew leader</i> | | |
| April 1992 – Dec 1992 | Mes Amis Bistro | Scottsdale, AZ |
| <i>Executive Chef</i> | | |
| Aug 1991 – June 1992* | Arizona Club | Scottsdale, AZ |
| <i>Garde Manger Chef</i> | | |
| Sept 1990 – Sept 1991* | Christopher's Bistro | Phoenix, AZ |
| <i>Line, pastry, pantry,</i> | | |
| *concurrently worked at Arizona Club and Christopher's | | |
| Sept 1990 – Dec 1990* | Vincent's on Camelback | Phoenix, AZ |
| <i>Line and pantry</i> | | |
| *concurrently worked at Christopher's and Vincent's | | |
| Sept 1989 – Sept 1990 | Hyatt Regency at Gainey Ranch | Scottsdale, AZ |
| <i>Line, pantry, broiler, garde manger, banquets</i> | | |





From: Rick Kidder [rkidder@scottsdalechamber.com]
Sent: Monday, March 06, 2006 3:22 PM
To: citycouncil@scottsdaleaz.us
Subject: Loco Patron

Dear Mayor Manross and Members of the Council:

One of our overriding goals at the Scottsdale Area Chamber of Commerce is to foster the development of quality business in the City of Scottsdale. Loco Patron Mexican Grill is one such business that has become a valuable addition to both the Downtown area and the City as a whole. The Chamber would like to see Loco Patron continue its operation in Downtown Scottsdale, and for that reason, fully support its Use Permit Application and urges the Council to do the same. It is my understanding that the owners of Loco patron have already agreed to additional stipulations which I hope will allay any fears you might have that their desire is to become a nightclub.

The retention of quality businesses like Loco Patron benefits the City in that it both increases revenue streams and attracts residents and visitors alike to the Scottsdale area. The case of Loco Patron is especially appealing, given the amount of time and money that its owners have invested in the Downtown Scottsdale area. The owners of Loco Patron took a previously run down building, and turned it into a great restaurant that people enjoy and that looks good in the neighborhood. Loco Patron is dedicated to the restaurant business, and has always been willing to keep its kitchen open late to provide dining options to visitors of the Downtown area. Loco Patron is part of what makes Scottsdale a nationally known destination for visitors of all ages, as chronicled recently in the New York Times.

Loco Patron is clearly dedicated to the growth and prosperity of Downtown Scottsdale, and has shown this dedication through significant investment of both time and money. Their location, well away from the new residential development, lends itself to supporting such a request as well. I would strongly urge you to approve Loco Patron's Use Permit Application. Loco Patron is a member in good standing of the Scottsdale Chamber and a positive contributor to the community.

Sincerely,

Rick

Rick Kidder
President & CEO
Scottsdale Area Chamber of Commerce
480-949-2175


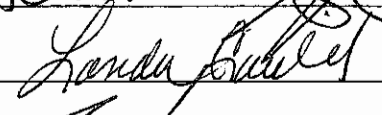
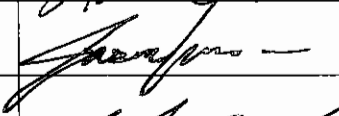
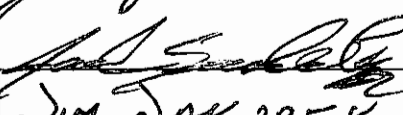
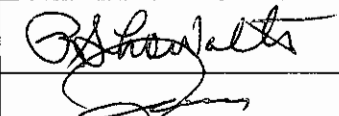
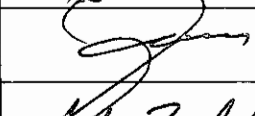

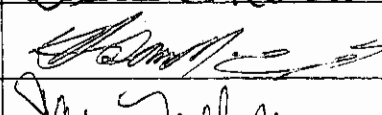
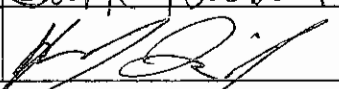
Committed to your Success!

8-UP-2006
3-30-06

WE SUPPORT LOCO PATRON!

We, the undersigned, do not oppose the Bar Use Permit application for LOCO PATRON located at 4228 N. Scottsdale Road in Scottsdale.

We urge the City of Scottsdale to grant Loco Patron all of the necessary permits.

| | Print Name | Signature | Address | Email / Phone |
|----|-------------------|--|---------------------------------------|-----------------------|
| 1 | SUE GOLDSTONE |  | EURO STYLE | 4222 N Scottsdale |
| 2 | Linda Guille |  | AlphaGraphics | 480 994.1514 |
| 3 | Jason Kunkle |  | 4852 E. Camelback Rd Phoenix | Butler@comic-geek.com |
| 4 | Jim Fruchthandler |  | 4166 N. Scottsdale | 480-949-1205 |
| 5 | Jim Jakobek | JIM JAKOBEC | 4166 N Scottsdale | 480-946-6543 |
| 6 | René Showalter |  | 4160 N. Craftsman Ct #103 | 480-946-5680 |
| 7 | Charbel Boulos. |  | 7111 E 5 th Ave. Ste. B2C. | 480-970 4191 |
| 8 | Sel Fruchthandler |  | 7122 E. 5 Ave | 480-994-0333 |
| 9 | Dani C. Kweli | Dani C. Kweli | 7124 E. 5 th Ave | 480-941-8758 |
| 10 | Husam AriKat |  | 7132 E. 5 th Ave | 480-663-8444 |
| 11 | Samantha Nelson | Sam Nelson | 7136 E. 5 th Ave. | 480.423.9700 |
| 12 | Super Stition |  | 7158 E 5 th Ave | 480.428.0777 |

PLEASE SEND OR FAX COMPLETED FORMS ASAP TO ROSE LAW GROUP- 7272 E. INDIAN SCHOOL RD, #360
SCOTTSDALE, AZ 85251 PHONE: 480-505-3938 - FAX: 480-505-3925

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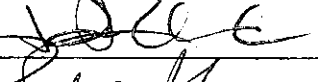
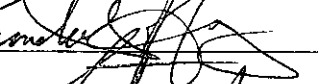
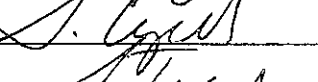
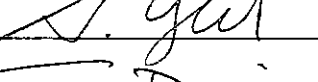
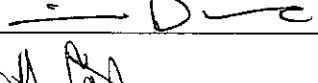
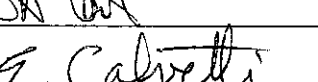
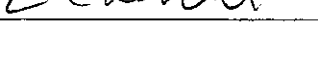
| | Print Name | Signature | Address | Email / Phone | |
|----|------------------|-------------------------|-------------------------------|---------------|--------------------------|
| 1 | Ryan Field | <i>Ryan Field</i> | 4218 N. Scottsdale Rd. | 480-949-8900 | MY BIG FAT |
| 2 | KRIS GRULLER | <i>Kris Gruller</i> | 4161 N. CRAFTSMAN COURT | 480-945-4261 | FRAMERS |
| 3 | LESLIE BUROS | <i>Leslie Buros</i> | 4169 N. CRAFTSMAN COURT | 480-970-6611 | CRAFTSMAN COURT CERAMICS |
| 4 | Candy Hummer | <i>Candy Hummer</i> | 4225 Craftsman Court | 480-425-8999 | THE LATE BUG |
| 5 | Joanne Doran | <i>Joanne Doran</i> | 7121 Fifth Ave. | 480-949-8851 | BACK TO THE BACK |
| 6 | John Freeman | <i>John B. Freeman</i> | 7111 E 5 th Ave #D | 480-947-0486 | ROSEY EXOTICS |
| 7 | Fran Johnson | <i>Fran Johnson</i> | 7116 E 5 th Ave | 480-947-3981 | URS |
| 8 | Shirley DeChiaro | <i>SHIRLEY DeCHIARO</i> | 7116 E. 5 th Ave. | 480-994-1344 | |
| 9 | Tolosa Bongers | <i>Tolosa Bongers</i> | 4120 E. 5 th Ave | 480-481-0775 | |
| 10 | Sue ARVAND | <i>Sue Arvand</i> | 7126 E. FIFTH AVE | 480-773-3179 | |
| 11 | Natty Gale | <i>Natty Gale</i> | 7146 E 5 th AVE | 480-946-1802 | |
| 12 | Tinney Khosho | <i>Tinney Khosho</i> | 7150 E. 5 th AVE | 480-929-8200 | |

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| | Print Name | Signature | Address | Email / Phone |
|----|------------------|---|---|-------------------|
| 1 | Maringa Solakian |  | 4147 N. Goldwater #109 Scottsdale AZ 85251 | 480-990-0558 |
| 2 | Don Edwards |  | 7121 E 5th Ave #23 | Don@Watchlink.Com |
| 3 | PAMELA TIFFANY |  | 7121 E 5th Ave #24 | 480-945-9113 |
| 4 | SAMM TYLER |  | 5713 E 5th Ave #29 Kiva Wellness | 480-949-8180 |
| 5 | SAMM TYLER |  | 7121 E. 5th Ave #21 | 480-946-8875 |
| 6 | TIM DICE |  | 7121 E. 5th Ave ste 304 | 480-941-6908 |
| 7 | DA CARTER |  | 7085 E 5th Ave | 480-946-4646 |
| 8 | Elliott Calvetti |  | 7077 E 5th Ave | 480-947-9934 |
| 9 | | | | |
| 10 | | | | |
| 11 | | | | |
| 12 | | | | |

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| | Print Name | Signature | Address | Email / Phone |
|----|------------------|------------------|----------------------|---------------|
| 1 | Tyler LeGash | Tyler LeGash | 17858 5th Ave | 202 488-1858 |
| 2 | Mary Burgess | Mary Burgess | 7121 E. 5th Ave. Sds | 486-946-8875 |
| 3 | Tom Van Slyke | Tom Van Slyke | 7121 E. 5th Ave | 480-990-3136 |
| 4 | Connie Cagley | Connie Cagley | 7081 E. 5th Ave | 480-970-6157 |
| 5 | CHRISTINE ZIVNEY | Christine Zivney | 4251 N. Marshall Way | 480-941-0933 |
| 6 | Susan Rose | Susan Rose | 4223 N. Marshall Way | 480-423-0506 |
| 7 | Cathy Bua | Cathy Bua | 4200 N. Marshall Way | 945-9205 |
| 8 | | | | |
| 9 | | | | |
| 10 | | | | |
| 11 | | | | |
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| | Print Name | Signature | Address | Email / Phone |
|----|--------------|---|-----------------------|--------------------|
| 1 | Brian Rochow |  | 4209 N. Craftsman Ct. | rosgringos@aol.com |
| 2 | | | | |
| 3 | | | | |
| 4 | | | | |
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Letters of Support for Loco Patron

Jason Chandler.....Philly Steak Company.....7158 E 5th Ave Suite B
Maxine Davis.....The Antiquarian Shop.....4246 N Scottsdale Rd
Hampton George.....American Sky.....4260 N Scottsdale Rd
Myra Lancot.....DoubleTree Paradise Valley Resort.....5401 N Scottsdale Rd
Phil Snyder.....AmeriSuites.....7300 E Third Avenue
Kenneth Heiser.....DoubleTree Paradise Valley Resort.....5401 N Scottsdale Rd
Sue Goldstone.....Euro-Style Interiors.....4222 N Scottsdale Rd
Dan Gregory.....Village Locksmith.....4225 N Scottsdale Rd
Cal Nussbaum.....Nussbaum's Flooring Broker.....4222 N Scottsdale Rd
Elliott Glasser.....Developer / Landowner.....7117 E. Third Avenue
Rick Kidder.....President & CEO – Scottsdale Area Chamber of Commerce

VIA FACSIMILE AND US MAIL

Mayor Manross
City Council Members
City of Scottsdale
7447 E. Indian School Road
Scottsdale, Arizona 85251

Re: Use Permit Application for Loco Patron Mexican Grill

Dear Mayor Manross and Members of the Council:

I urge your support for the Use Permit Application for Loco Patron Mexican Grill. As a long time business owner in this area, I can truly say that Loco Patron has been an asset to both retailers in the area and the City of Scottsdale. Although Philly Steak Company and Loco Patron are technically competitors in the food service industry, I can still recognize the importance of a quality establishment like Loco Patron to the surrounding area. The owners of Loco Patron transformed the building from a run-down, sometimes dangerous establishment, to the great place it is today. This transformation is good for local business, and is a testament to the dedication of the owners of Loco Patron to the community.

It is my understanding that Loco Patron is not seeking to change its operation in any way, and will continue to function as a restaurant in the same manner as before. This is reassuring to those of us who enjoy Loco Patron and the stability it brings to the area. Given this stability, and the obvious benefit to the community, it is hard to see why the City would not grant Loco Patron a use permit.

I fully support Loco Patron's Use Permit Application, and urge the City to do the same.

Sincerely,

Jason Chandler



VIA FACSIMILE AND US MAIL

Mayor Manross
City Council Members
City of Scottsdale
7447 E. Indian School Road
Scottsdale, Arizona 85251

Re: Use Permit Application for Loco Patron Mexican Grill

Dear Mayor Manross and Members of the Council:

I am writing this to urge your support for Use Permit Application No. 718-PA-2005 for Loco Patron Mexican Grill. I have been impressed with the work that the owners of Loco Patron have done to create a restaurant that appeals to both visitors and city residents. Our neighborhood contains a diverse group of businesses, making co-existence difficult at times. However, the owners of Loco Patron have made every effort to blend into the neighborhood and create an establishment that we all respect.

There was no such respect for the previous occupants of the Loco Patron building, as it contributed to problems in the neighborhood and a lot of headaches for those of us attempting to run quality businesses in the area. Loco Patron has changed this dynamic by adding something to the neighborhood rather than detracting from it. It appears as if Loco Patron is simply seeking to continue its good work in the neighborhood via this use permit, and I do not see any reason why it shouldn't be given that opportunity.

I would urge the City Council to approve Loco Patron's use permit, and keep a business in the community that actually cares about its neighbors.

Sincerely,

A handwritten signature in black ink, appearing to read "Maxine Davis", written in a cursive style.

Maxine Davis

VIA FACSIMILE AND US MAIL

Mayor Manross
City Council Members
City of Scottsdale
7447 E. Indian School Road
Scottsdale, Arizona 85251

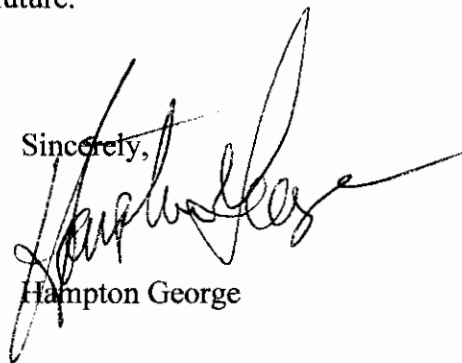
Re: Use Permit Application for Loco Patron Mexican Grill

Dear Mayor Manross and Members of the Council:

I am writing this to inform you of my support for Loco Patron Mexican Grill. I am certain that I am not in the minority when I say that the owners of Loco Patron have really impressed in the way that they have built up their business. As I business owner, I certainly respect the risk and the money involved in turning a previously dilapidated structure into a quality business. It is obvious that the owners of Loco Patron have spent a great deal of effort in creating their business, and ensuring that it fits well with the surrounding community. This type of effort is something that should be encouraged throughout the City, as it would make this an even better place to live and work than it is today. As the operator of a business immediately adjacent to Loco Patron I can attest that the owners and operators have always been responsive to any requests that we have made concerning the operation of their business.

The owners of Loco Patron have chosen to invest a great deal of money to make our neighborhood a place where everyone can enjoy. I fully support Loco Patron's efforts in the community, and feel that they should be granted a use permit so that they can continue to be a viable business in the future.

Sincerely,

A handwritten signature in black ink, appearing to read "Hampton George", written over a horizontal line.

Hampton George

VIA FACSIMILE AND US MAIL

Mayor Manross
City Council Members
City of Scottsdale
7447 E. Indian School Road
Scottsdale, Arizona 85251


Re: Use Permit Application for Loco Patron Mexican Grill

Dear Mayor Manross and Members of the Council:

I am writing this to inform you of my support for Use Permit Application No. 718-PA-2005 for Loco Patron Mexican Grill. As Senior Concierge at the Double Tree Paradise Valley Resort, I am charged with the responsibility of ensuring that guests of the hotel are directed to quality establishments that will create a positive impression of both the City and the hotel. In the past, our staff would not recommend the establishments in the building now housing Loco Patron because they were potentially dangerous, and did not fit the criteria of establishments that we would normally recommend.

The significant amount of money invested by its owners has made Loco Patron a place that we now recommend to our guests. We are confident that when we send our guests to this part of Scottsdale, and Loco Patron in particular, they will return satisfied, and will retain a good impression of the City. A significant amount of the credit for this change in policy goes to the owners of Loco Patron. I certainly feel that Loco Patron is a substantial improvement over previous establishments in this area, and would like to see it continue serving our guests and residents of the City. Our guests give us great feedback about the food at Loco Patron as well. For these reasons, I am in full support of Loco Patron's Use Permit Application, and would encourage the City to approve it.

Sincerely,



Myra Lancot

VIA FACSIMILE AND US MAIL

Mayor Manross
City Council Members
City of Scottsdale
7447 E. Indian School Road
Scottsdale, Arizona 85251

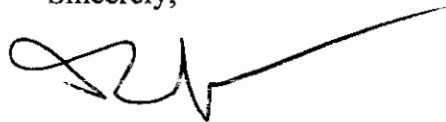
Re: Use Permit Application for Loco Patron Mexican Grill

Dear Mayor Manross and Members of the Council:

I am writing this to inform you of my support for Use Permit Application No. 718-PA-2005 for Loco Patron Mexican Grill. I support this use permit application because Loco Patron is a great neighbor that has been a welcome addition to the community. We have always prided ourselves on the quality of our surrounding neighborhood and the amenities that we are able to provide for our guests. An exception to this pride had been the previous tenants in the Loco Patron building. These tenants were really a black mark on an otherwise excellent neighborhood. Loco Patron has come in and totally revitalized this building, and provided another great place for our guests to enjoy. I have had the opportunity to look over the stipulations that Loco Patron is including in its application, and am pleasantly surprised that it is agreeing to maintain its current level of food service. These stipulations will ensure that Loco Patron remains the type of establishment that is good for our guests and keeps them coming back to Scottsdale every year.

Loco Patron has become a part of what makes our neighborhood a destination for both visitors and residents alike, and should be allowed to continue its current operation. For these reasons, I support Loco Patron's Use Permit Application and would encourage the City Council to do the same.

Sincerely,

A handwritten signature in black ink, appearing to read 'Phil Snyder', with a long horizontal stroke extending to the right.

Phil Snyder, MBA

VIA FACSIMILE AND US MAIL

Mayor Manross
City Council Members
City of Scottsdale
7447 E. Indian School Road
Scottsdale, Arizona 85251

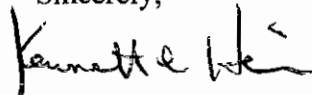
Re: Use Permit Application for Loco Patron Mexican Grill

Dear Mayor Manross and Members of the Council:

I am writing this to inform you of my support for Use Permit Application No. 718-PA-2005 for Loco Patron Mexican Grill. I support this use permit application because Loco Patron is a great neighbor that has been a welcome addition to the community. We have always prided ourselves on the quality of our surrounding neighborhood and the amenities that we are able to provide for our guests. An exception to this pride had been the previous tenants in the Loco Patron building. These tenants were really a black mark on an otherwise excellent neighborhood. Loco Patron has come in and totally revitalized this building, and provided another great place for our guests to enjoy. I have had the opportunity to look over the stipulations that Loco Patron is including in its application, and am pleasantly surprised that it is agreeing to maintain its current level of food service. These stipulations will ensure that Loco Patron remains the type of establishment that is good for our guests and keeps them coming back to Scottsdale every year.

Loco Patron has become a part of what makes our neighborhood a destination for both visitors and residents alike, and should be allowed to continue its current operation. For these reasons, I support Loco Patron's Use Permit Application and would encourage the City Council to do the same.

Sincerely,

A handwritten signature in black ink, appearing to read "Kenneth E. White", with a stylized flourish at the end.

VIA FACSIMILE AND US MAIL

Mayor Manross
City Council Members
City of Scottsdale
7447 E. Indian School Road
Scottsdale, Arizona 85251

Re: Use Permit Application for Loco Patron Mexican Grill

Dear Mayor Manross and Members of the Council:

I wanted to express my support for Use Permit Application No. 718-PA-2005 for Loco Patron Mexican Grill. I believe that Loco Patron has been good for our business and good for the community, and would strongly encourage the City to approve its Use Permit Application. Businesses such as mine cater to a clientele that expect great things when they come to this part of Scottsdale. They expect quality in both our business and the surrounding neighborhood. It is clear that the owners of Loco Patron understand these expectations, and have invested a lot of time and money into meeting or exceeding them.

The time and money invested by the owners of Loco Patron has transformed the building from an annoyance to a great part of the neighborhood. It is a place where our customers and the customers of other retail establishments in the area can go for good food without ever leaving the neighborhood. The business that the owners of Loco Patron are running is an example of the great things that can be done in this area. This type of effort deserves the City's support.

I'm sure that I speak for other businesses in the area when I say that we enjoy having Loco Patron as a neighbor, and fully endorse its application for a use permit.

Sincerely,



Sue Goldstone

VIA FACSIMILE AND US MAIL

Mayor Manross
City Council Members
City of Scottsdale
7447 E. Indian School Road
Scottsdale, Arizona 85251

Re: Use Permit Application for Loco Patron Mexican Grill

Dear Mayor Manross and Members of the Council:

I am writing this to inform you of my support for Use Permit Application No. 718-PA-2005 for Loco Patron Mexican Grill. I formed my business in Downtown Scottsdale because I wanted to be a part of a great community of retailers and restaurateurs that were as dedicated as I to providing a safe and appealing place for both residents and visitors alike. Given this idea, I was pleased to see Loco Patron take over the space in which it now sits. The previous use of the building was an example of how not to do business in Downtown Scottsdale, and was really a drain on the neighborhood.

Loco Patron has come in and really changed the whole dynamic of that particular area. Loco Patron is a nice, safe and well designed restaurant that blends incredibly well with the surrounding community. It is refreshing to see that the owners wish to continue the operation that has made them such a welcome addition, and does not seek any sort of drastic change that could throw off the balance that has been achieved in the neighborhood. The owners of Loco Patron are clearly dedicated to the City's vision of what Downtown should be, and are not afraid to put themselves on the line and invest substantially to make the neighborhood a better place.

Loco Patron is a great establishment, and should be given a chance to thrive in the neighborhood of which it has become a part. I am fully in favor of Loco Patron's use permit application, and urge the City Council to grant their approval.

Sincerely, 

Dean Gregory

VIA FACSIMILE AND US MAIL

Mayor Manross
City Council Members
City of Scottsdale
7447 E. Indian School Road
Scottsdale, Arizona 85251

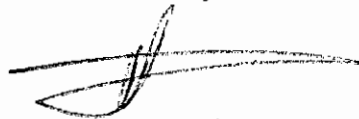
Re: Use Permit Application for Loco Patron Mexican Grill

Dear Mayor Manross and Members of the Council:

I am writing this to inform you of my support for Use Permit Application No. 718-PA-2005 for Loco Patron Mexican Grill. I have been a business owner in this area for many years, and have rarely seen a transformation as complete as the one accomplished by the owners of Loco Patron. I am no longer concerned that my customers will be forced to look at an eyesore like the previous occupants of the Loco Patron building had created. Through what I am sure was a significant financial investment and a great deal of hard work, the owners have made their restaurant an asset to those of us who conduct their businesses in this area.

I understand that Loco Patron has agreed to provide the city with certain assurances that they will continue to operate as a restaurant, and will not transform into the type of establishment that has caused us trouble in the past. It is my feeling that when an opportunity comes to keep a good business in the community, you act on it. I am certainly in favor of keeping Loco Patron in the community, and request that the City Council approve its use permit application.

Sincerely,

A handwritten signature in dark ink, appearing to be 'Cal Nussbaum', written over a horizontal line.

Cal Nussbaum

Mayor Manross
City Council Members
City of Scottsdale
7447 E. Indian School Road
Scottsdale, Arizona 85251

Re: Use Permit Application for Loco Patron Mexican Grill

Dear Mayor Manross and Members of the Council:

I am writing this letter to inform you of my support for Loco Patron Mexican Grill's Use Permit Application No. 718-PA-2005. I own a significant amount of property in the area surrounding Loco Patron and in fact, at one time even owned the land on which the restaurant now sits. As someone with a vested interest in the future of Scottsdale, I urge you to support Loco Patron Mexican Grill's application for a use permit.

As you know, the owners of Loco Patron Mexican Grill have put a lot of time, energy, and capital into improving what was very recently an eyesore along Scottsdale Road. Loco Patron is now a nice looking building and something the City of Scottsdale can be proud of.

I understand that Loco Patron is taking steps to ensure to the City that it intends to continue to operate as a restaurant, even if it gets the bar use permit that it seeks. With this in mind, I see no reason why the City should not support this use permit and thereby encourage and reward those that take business risks and make investments in the future of downtown Scottsdale.

I respectfully urge you to vote in favor of this application.

Sincerely,


Elliott Glasco

12/27/05

From: Rick Kidder [rkidder@scottsdalechamber.com]
Sent: Monday, March 06, 2006 3:22 PM
To: citycouncil@scottsdaleaz.us
Subject: Loco Patron

Dear Mayor Manross and Members of the Council:

One of our overriding goals at the Scottsdale Area Chamber of Commerce is to foster the development of quality business in the City of Scottsdale. Loco Patron Mexican Grill is one such business that has become a valuable addition to both the Downtown area and the City as a whole. The Chamber would like to see Loco Patron continue its operation in Downtown Scottsdale, and for that reason, fully support its Use Permit Application and urges the Council to do the same. It is my understanding that the owners of Loco patron have already agreed to additional stipulations which I hope will allay any fears you might have that their desire is to become a nightclub.

The retention of quality businesses like Loco Patron benefits the City in that it both increases revenue streams and attracts residents and visitors alike to the Scottsdale area. The case of Loco Patron is especially appealing, given the amount of time and money that its owners have invested in the Downtown Scottsdale area. The owners of Loco Patron took a previously run down building, and turned it into a great restaurant that people enjoy and that looks good in the neighborhood. Loco Patron is dedicated to the restaurant business, and has always been willing to keep its kitchen open late to provide dining options to visitors of the Downtown area. Loco Patron is part of what makes Scottsdale a nationally known destination for visitors of all ages, as chronicled recently in the New York Times.

Loco Patron is clearly dedicated to the growth and prosperity of Downtown Scottsdale, and has shown this dedication through significant investment of both time and money. Their location, well away from the new residential development, lends itself to supporting such a request as well. I would strongly urge you to approve Loco Patron's Use Permit Application. Loco Patron is a member in good standing of the Scottsdale Chamber and a positive contributor to the community.

Sincerely,

Rick

Rick Kidder
President & CEO
Scottsdale Area Chamber of Commerce
480-949-2175

Committed to your Success!



Schwimmer Enterprises, Inc.
Business & Restaurant Management Consultant

October 24, 2005

Business analysis on Loco Patron – Mexican Restaurant & Cantina – Scottsdale Arizona

About the Project:

Josh Levine, the Principal and General Manager of Loco Patron requested assistance and advice from John Schwimmer, President of Schwimmer Enterprises Restaurant Consultants. The scope of the project included analyzing the current status of the business, particularly related to the proportion of sales for food and beverage. Mr. Levine is seeking to either keeping his #12 Liquor License, which requires a food/beverage mix ratio of 40/60, or getting approval from the City of Scottsdale for use of a #6 Liquor License at the restaurant's location at 4228 N. Scottsdale Road.

About the Consultant

John Schwimmer, a Scottsdale resident for 30 years and a career Restaurant Executive for 35 years, has operated Schwimmer Enterprises Restaurant Consulting, since 1982. Mr. Schwimmer is the preferred consultant recommended by The Arizona Restaurant and Hospitality Association. Mr. Schwimmer has extensive restaurant business background and has been a key person in the management of several Scottsdale restaurants, including Bobby McGee's, Big 4 and RA Sushi Bar. Mr. Schwimmer has advised over 80 clients over the years, to achieve their strategic and tactical goals. Mr. Schwimmer's Resume' and information brochure is available on request.

The restaurant's current sales ratio status

The current annual average food ratio is 35% of total sales, which misses the 40% target required to hold a #12 Liquor License. The business is seasonal, as most of Scottsdale's retail establishments are.

During season, which typically is November – April in Scottsdale, Loco Patron has a food/beverage ratio of approximately 50/50. This is due to higher foot traffic on Scottsdale Road, many visitors to our City and a subsequent increase, particularly, in Lunch traffic.

In the off-season, May – October, Loco Patron and most other restaurants in the market, experience a drop in business traffic, which will particularly hit the lunch and general food side of the business the hardest. The evening lounge business is not effected to near the degree the food side is in summer. During this slower period of the year, Loco Patron has a change in their food/beverage mix to approximately 30/70.

Is Loco Patron a Restaurant or a Bar, predominately?

Loco Patron, in this Consultant's opinion, is primarily a dining/food operation, from the perspective of space allocation, interior design and merchandising. The following points support these assumptions for Loco Patron's operation:

1. The total space of Loco Patron is 4000 square feet under roof. The space is allocated at 1200 square feet in the kitchen (30%), 1800 square feet for dining only (45%), and 1000 square feet for bar/dining multi-use (25%). The space is obviously designed as a restaurant first.
2. Upon entering the Loco Patron building, the dominant features of the operation are the display kitchen and main dining room. The bar is small and separated by a short wall from the dining area. Loco Patron has a similar bar space ratio to other Mexican Food operators in the market, such as Ajo Al's, Los Olivos, Garcias, Manuels and MaCayos. It is obvious that the owners and designers for Loco Patron intended to develop a food establishment, not a bar environment. The success of the bar is due to the quality of the overall atmosphere and operation, and not conscious decisions to promote Loco Patron as a bar, by the management.
3. Another primary indicator of the food service intent is the Staff Payroll. The kitchen payroll of Loco Patron is 58% of the total payroll dollars. This is not unusual for a restaurant, but would not be tolerated in a predominant bar operation. This again reinforces management's intent and focus on the food operation of the business.
4. The kitchen is open from 11 AM until 1 AM, a total of 14 hours a day. This is expensive. Management has decided to maintain food standards and a quality kitchen staff, to support the food program.
5. The operation is clean, sanitary, well organized and has a teamwork atmosphere, which describes the essence of a good restaurant operation, not a bar.

Can management focus time and money to successfully promote more food business?

It is my opinion, that Loco Patron's management is conducting the business operation to effectively and reasonably promote the food use of the building. Extreme measures could be taken to increase food sales in the short-term, but the side effects of these extreme measures are not a long-term solution. Heavy discounting, expensive ad campaigns and selling techniques that tarnish the image of the establishment, will not improve the business and will definitely damage its ability to be profitable and thus an on-going concern.

Loco Patron is an established business and the concept is set in the mind of the consumer. Manipulating the sales to achieve an artificial ratio, will not serve the business or its customers.

Consultant's conclusions and recommendations:

It is my view that for the financial health and longevity of Loco Patron, it is essential that the #6 License Special Use Permit be issued by the City of Scottsdale. Loco Patron is a well-managed business and a good business for the downtown area. It would serve no purpose for Loco Patron's management to lose the ability to serve alcohol, due to not achieving the sales ratio required for a #12 Liquor License, particularly when a #6 is available to solve the Liquor Board's requirements.

It is my experience that Loco Patron cannot survive as a restaurant without a Liquor License.

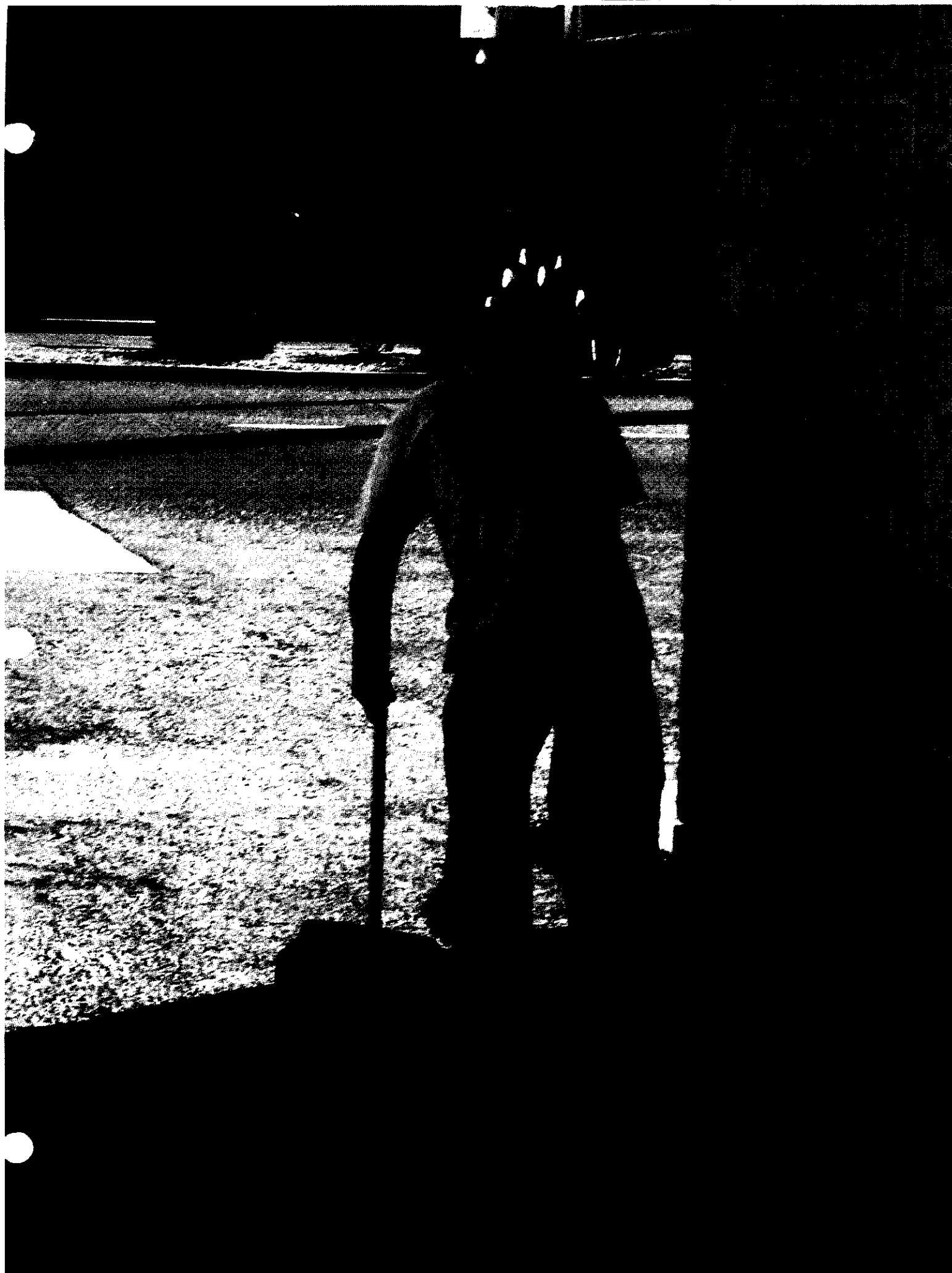
John Schwimmer – President

Date

Loco Patron Cleaning Crew Patrol Area



8-UP-2006
3-30-06









NightLife!

Vol. 49
Issue: 49
December 8th, 2006

8-UP-2006
3-30-06



LOCO PATRÓN

LOCO PATRÓN

"Eat, Drink & Be Loco!"

Loco Patron, prominently located on Scottsdale Road is easy to see and easy to remember with such a "crazy" name. Literally translated, it means "Crazy Boss", but fortunately, none of the owners are actually crazy. In fact, we think they're pretty smart. This rustic, cantina-style restaurant may look more like a haven for Corona and Margaritas from the street, but the food menu inside is the real reason the eatery is drawing crowds. The Mexican cuisine here is incredible and will astound you with every bite. If you are one of those people who loves to tell a friend about a place that they will thank you for later, then here is your next recommendation. Here's why:

Chef and part owner Oliver Lubenec and his kitchen staff are exactly why the food tastes so good at Loco Patron. His 20 years of extensive experience in fine dining having raced such landmarks as The Hyatt Gainey Ranch, Christopher's, Troon, Vincent's and Ancho Pinot. His culinary talents helped launch Cowboy Ciao where he created the "mushroom panfry" which was voted one of the best dishes in the valley. "I've been very fortunate to have worked with some of the valley's top chefs and have now been given a wonderful opportunity to create some exciting Mexican fare," said the unassuming Chef.

You can literally taste the unmistakable difference in the food at Loco Patron. Unlike what passes for traditional Mexican fare in this town, Loco Patron's taste is truly authentic. Good food speaks for itself so you simply have to try it to fully understand (and appreciate) the quality of their authentic and addictive cuisine.

Quality Staff...Quality Product

Part of his success stems from his philosophy. To create a quality product, one must first create a quality culture in the restaurant. We must respect every individual and their abilities in order to instill in them a true passion for the product we create from scratch every day," he said with passion. This has allowed him to create a team of finely tuned kitchen workers that strive for excellence on a daily basis. "I'm really proud of this crew," said Lubenec, who believes in leading by example. There is no egomania here, no "chef-gone-celebrity" and

no fancy smocks with his name on it. It's no secret why the food is so good. The recipes are great...sure. But what matters at the Loco Patron is that every member of the staff is "crazy-loco" passionate about the food. They really care. They want you to say "Wow!" when you try it, but be forewarned most of the food has a surprising kick. There's a habanero salsa that will challenge the bravest of patrons. Dull and bland have no place here. This is a truly refreshing attitude in a town of thousands of restaurants and an abundance of Mexican fare.

"We have a 98% scratch kitchen here and we stock our kitchen with only the freshest produce and meats," said Lubenec. Loco makes their own pico de gallo, guacamole, enchilada sauces, salsa, tortilla soup as well as all the salad dressings and dips each day. The beans and rice are made fresh 2 times daily and the chips are made three times a day! Only the finest produce, the best cuts of meat, and the most authentic cheeses from Mexico make it past inspection at the Loco Patron.

Loco Daily Specials and Nightly Fun

Owners Ryan Vertuca, Jeremy Jazwinski and Oliver Lubenec want you to have fun when you visit the Loco Patron as well. That's why there is a fully stocked bar with dozens of premium tequilas, all the Mexican imported beers, a whole lineup of custom-made Margaritas, and just about any other kind of liquid libation your heart desires. Make sure to order one of the signature Margaritas that your Loco bartender is famous for!

Margarita Mondays

\$1 Mahi Mahi Tacos
\$3 16 oz Margaritas
\$9 Loco Grande Margs (for 2)

Taco Tuesdays

\$1 Chicken, Beef or Pork Tacos
\$2.00 Mexican Beers!

Wednesdays

Industry Night \$3 well, wine and domestic drafts

Daily Happy Hour Deals

(3pm - 7pm, 7 Days a week!)

\$2 Mexican Beers
\$5 Margaritas

Reverse Happy Hour

(Thursdays thru Sundays 11pm-2am)

\$2 Mexican Beers
\$5 Margaritas

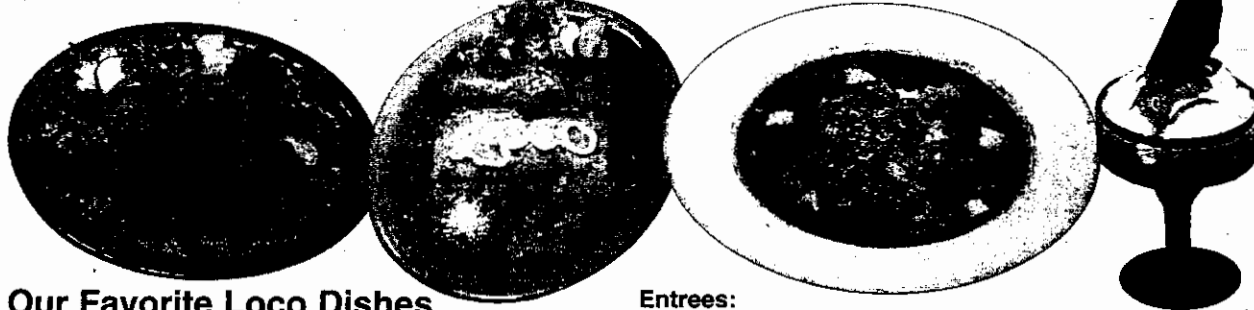
(Look for five Mariachis in January!)

"I can honestly say that this is the highest quality and most authentic Mexican food money can buy, without going to Mexico."

Richard Castro, Customer

Future Plans...

Although the food is good enough to base a national chain concept on it, the Loco boys are content to continue producing a quality product in Scottsdale, with a good chance of opening up elsewhere in the future. "We are enjoying our successes and the personal attention we can give to our customers. We aren't looking to grow too fast," said co owner and award winning bartender Jeremy Jazwinski...That would be Loco.



Our Favorite Loco Dishes

With the most expensive item on the menu ringing in at only \$14 and fast lunch specials starting at only \$7, Loco Patron is easily one of the most reasonable restaurants in Scottsdale. But the food is off-the-hook excellent! Here are some items you don't want to miss...

Starters:

Smashed Potatoes – Red new potatoes with a golden crunchy outside, soft creamy inside and served with Chipotle Ranch. Unique! Savory! Addictive!

Tortilla Soup – The house specialty and the recipe will NOT be disclosed. Made entirely from scratch – grilled chicken, tomato, onion, garlic, garnished with avocado, tortilla strips, green onions and queso seco. Fantastic!

Warm Jalapeno Artichoke Dip – Creamy queso dip mixed with fresh jalapeno and artichokes, served with carrot sticks and homemade tortilla chips. Awesome!

Salads:

Grilled Steak Salad – Grilled and marinated steak, crisp romaine, marinated onions, oven dried tomatoes, capers, radishes, queso seco and tangy chipotle dressing. Prepare yourself for some serious kick.

Entrees:

Carne Asada – Spicy grilled marinated steak with corn or flour tortillas, pico de gallo, guacamole, sour cream, cheddar cheese, frijoles, Spanish rice, shredded lettuce, radish and peas. This steak will melt in your mouth.

Sizzling Fajitas – Marinated tenderloin beef or chicken, onions, peppers, corn or flour tortillas, pico de gallo, guacamole, cheddar cheese, sour cream, frijoles and Spanish rice. Loco's best seller.

Enchiladas (2) – Made with chicken, cheese, beef or pork, homemade spicy red or green enchilada sauce, frijoles, Spanish rice, radish, marinated onions, queso seco, shredded lettuce and pico de gallo. A MUST TRY!

Crunchy Fish Tacos (2) and Chips – Corona beer-battered cod with corn or flour tortillas, shredded cabbage, marinated onions, pico de gallo, avocado cream and chile sauce, queso seco and accompanied with crunchy golden smashed potatoes. You might think you're back in Mexico.

Mahi Mahi Fish Tacos (2) – Mahi Mahi in a tequila-lime-cilantro marinade, with corn of flour tortillas, shredded cabbage, marinate onions, pico de gallo, roasted chipotle salsa, avocado cream, chile sauce, and queso seco, frijoles and Spanish rice. Loco's signature dish...and healthy too!

When You Go Loco:

Loco Patron
4228 N. Scottsdale Road, Scottsdale
Tel: (480) 874-0033
Web: www.locopatron.com
Hours: 11am - 2am, 7 Days
Kitchen Hours:
Lunch Served: 11am-3pm daily

Sun-Wed Kitchen stays open til midnight
Thurs-Sat Kitchen stays open til 1am
Happy Hour: 3pm - 7pm, 7 Days
11pm - 2am, Sun-Thurs
\$2 Mexican Beers, \$5 Margaritas
Food specials daily
Cuisine: Authentic Mexican & People

Pleasing Bar Dishes
Reservations: Not necessary
To Go Orders: Yes
Delivery: No
Patio: Yes, Heated & Misted. Voted
#1 Patio Bar in Scottsdale by GET OUT Magazine

December 8th thru 14th, 2005

NightLife Magazine

Page 21

Where's the Party? Scottsdale!

By MICHELLE HIGGINS

ADVENTURER

Where Hikers Run Out Of Trail

By SARAH TUFF

MOST of the time, the Katahdin Stream Campground in Baxter State Park in Maine is a simple cluster of tent sites and picnic tables. But for hundreds of north-bound through hikers around this time of year, the little plot of land becomes a somewhat more meaningful place: the final staging area in their 2,175-mile journeys on the Appalachian Trail.

The hikers are on their way to the trail's northern terminus: the nearby summit of Mount Katahdin, whose long, bare ridgeline gives it the look of a slumbering elephant on the green plains of Maine. It is the turnstile between the wilderness life, defined by blisters, backpacks and the alter ego of a trail name, and the outside world, where there are hot showers and ice cream but also traffic jams, television and locked doors.

On a late summer evening at the campground, Bill Josler (trail name, Croc Walkers) and Donna Moot (Britannica) had just come down from the 5,267-foot peak. For them, it was the end of a four-month trek on the Appalachian Trail. Now they were in the midst of an impromptu party touched off by the arrival of Ms. Moot's daughters, Melissa, 15, and Erin, 12, and best friend, Laura Davis, 46, and Mr. Josler's son, Bill, 40. They turned the day-use



Mark Swanson for The New York Times

AT LAST Masafumi Saito hiked the entire Appalachian Trail to Mount Katahdin in Maine.

parking lot into a festive scene with wine, sparkling grape juice, cookies and potato chips.

"I feel fantastic," said Ms. Moot, 49, brushing turkey-on-pumpernickel crumbs from her orange T-shirt. "I've wanted to do this since I was 18."

"I would never do it again," said Mr. Josler, 63, of White River Junction, Vt. His eyes blazed as brightly as the painted white stripes that mark the way on the trail. "There are two words I don't figure should be associated with the Appalachian Trail: dry and easy."

Mr. Josler and Ms. Moot are two of the more than three million people who hike at least a section of the trail each year. But as finishing northbounders, or nobos, they are in a select group. According to the Appalachian Trail Conservancy,

1,392 people set out from Springer Mountain in Georgia in 2005 with the intent to hike the entire corridor, which generally takes about six months.

But not everyone finishes. Because of health or family troubles, lack of money or just the tremendous tedium of walking all day, that number is whittled to a few hundred pilgrims, themselves whittled to wiry, weather-beaten figures who must arrive at Katahdin by Oct. 15, when Baxter State Park closes to campers. A smaller portion are sobos, who tackle the trail from Maine to Georgia.

In fact, since the Appalachian Trail opened in 1937, only about 8,500 people have walked the full route.

When this year's last through hikers, those who

Continued on Page 5

WHEN Steve G. Bernath, 32, an engineer from San Jose, Calif., visited a friend in Scottsdale two years ago, he expected a sleepy community full of "golf fanatics and blue-haired women," he said. But a weekend of clubbing quickly changed his mind. "I was in awe actually as far as the night life," he said.

And he was back last weekend with 14 pals for a friend's bachelor party. "It's hip," he said, beer in hand, surrounded by a gaggle of women in the pool at the year-old James Hotel. "It's happening. There's definitely a stepped-up night life."

Hip? Happening? Scottsdale? Long associated with golf, grand dame resorts and retirees, this suburb of Phoenix is fast on its way to becoming a hipster hot spot. Nightclubs, chic hotels, trendy bars and restaurants that cater to a young, fashion-conscious crowd have been popping up.

Party central is the James, a joint project of the New York restaurateur Stephen Hanson and Danny Errico, founder of the fashionable Equinox Fitness Clubs. Its J Bar, where Bond movies are projected on the wall, draws a steady flow of pretty people.

But it just got some competition. In July, the nightclub e4 opened nearby. It features rooms and a patio designed around the four elements — earth, air, fire and water. On a recent Friday night, a throng of 20- and 30-somethings pulsated to house music next to a 20-foot waterfall inside e4's Liquid Room, while others smoked, sipped cocktails and watched flat-screen TV's outdoors on the Air Patio.

A few blocks away, men with painstakingly tousled hair and tan women in spaghetti-strapped tops crowded into the bar at Stingray Sushi, a restaurant that hit the scene in December. Cocktails there have names like Godzilla and Lychee Circus, and a fish tank housing — yes — stingrays is built into the floor at the entrance.

And at Sanctuary on Camelback Mountain, a resort and spa north of town, the only seating available at its restaurant, elements — yet another trendy lower-case e name — was at the Community Table. In the middle of the restaurant, it seats 14 and can't be reserved, intended as it is for diners who want to socialize over orange miso chicken or pecan dusted tilapia.

In all, there are roughly 50 nightclubs, up from about 30

Continued on Page 5

Where's the Party? Scottsdale!

Continued From First Escapes Page

just a few years ago, and more than 600 restaurants, compared to 400 in 1994, according to the Scottsdale Convention & Visitors Bureau. Scottsdale has even started a New Year's Eve block party. Last year's attracted an estimated 8,000-plus partiers, the visitors bureau said. Not bad for a town better known for early-bird specials.

"I think it's one of the best cities on the West Coast to go out partying," said Hugo Gamboa, 37, a nightclub and restaurant owner from San Francisco in town with Mr. Bernath for the bachelor party. "It's a mix between Las Vegas and L.A. You get that flavor."

It wasn't always that way. Just five years ago, chain restaurants and Southwestern gift shops and galleries dominated downtown and there was little in the way of housing. Then the city came up with a new revitalization plan to spur investment in the area. Soon, new bars, restaurants and boutique hotels were opening — none more notable than the James, where each minimalist-chic room contains a flat-screen TV, martini set and intimacy kit.

The James's blue and pink facade stands out in garish contrast to the brown and burnt-sienna hues of Scottsdale's adobe-style downtown. The hotel rooms are situated around its two pools — the Relaxation pool, set in a lush garden, and the Play pool, which with its bar has become so popular it warrants a doorman.

Just inside the entranceway of the Play pool on a recent afternoon, music blasted,

It's still not quite South Beach. No one's rollerblading through downtown in a bikini.

mist sprayed from a slatted overhang and men in surfer swimsuits and sunglasses congregated around a pool table, looking as if they were straight out of "Entourage." Couples lounged on wide white outdoor beds while singles floated and frolicked in the water. From the bar, patrons could watch guests pump iron at the glass-enclosed gym across the way or gaze at bikini-clad sunbathers.

"THE night life here is really cool," said Iliana Fisher, 25, a recent college graduate from Lansing, Mich., as she lounged poolside in a purple bikini in the dry Arizona heat. After visiting Scottsdale for the first time last October, Ms. Fisher decided to move to the area. In Michigan, she said, "there was a lack of anything social other than the movies."

New projects under way are designed to court young people like Ms. Fisher soon. Construction is nearing completion on the first parts of the new Waterfront develop-



NIGHT The Fire Room at the club e4 is one of four spaces designed around the four elements: earth, air, fire and water.



DAY A Western clothing store shows that the old Scottsdale has not disappeared.



No problem — the women talked their way into the V.I.P. entrance.

Not everyone in conservative Scottsdale is entirely happy about the budding nightlife scene. The Love Bug, a three-year-old erotic boutique, sits among a mix of bars and interior design shops on Craftsman Court, a street that also includes the downtown Visitors Center. Earlier this year, the shop's owner, Wendy Cashaback, hung T-shirts splashed with obscenities in the window. Not long afterward, the Scottsdale police received complaints from residents and issued a formal request to take them down. Ms. Cashaback moved the offending garments inside, but noted that they were the best-selling items in the store, which stays open late on weekends to attract customers from nearby bars and clubs.

And this is still hardly the Meatpacking District or South Beach. By day, no one's rollerblading through town in a bikini. Outside of downtown, golf resorts and senior living communities remain the norm. Indeed, the new clubs and restaurants are spread

ment — an 11-acre site along the northern banks of the Arizona Canal in downtown that will offer a mix of residential, retail and office space.

The retro-chic Hotel Valley Ho, built in 1956, and once a playground for celebrities like Clark Gable, Humphrey Bogart and Natalie Wood, is getting a \$70 million facelift. It is slated to reopen in December, with 194 rooms and a Trader Vic's restaurant. Not to be left out, Starwood Hotels & Resorts is planning to open a W Hotel in 2007.

Many young residents welcome the change. "It used to be this dumpy looking kind of town," said Nikki Faigus, 34, a home-

maker from Scottsdale sitting at a table of a dozen women in designer jeans and flashy tops. "Now it's more fashionable." The group was celebrating two birthdays with sushi and Asahi beer in the ultrasuede-covered booths at Stingray Sushi.

"I think it's finally come into its own," added her friend Alicia Livingston, 36, an investment banker visiting from New York. "I think it's finally found its identity — fashionable but still down to earth."

After dining on sushi and teriyaki chicken, the group headed over to e4 a little before 11 o'clock. There, a 100-person line was already starting to snake around the corner.

ADVENTURER

IF YOU GO

Sunny Days, Party Nights

DOWNTOWN Scottsdale is roughly 20 minutes from the Phoenix airport. Most downtown hotspots are within walking distance of each other, as the entire district is only about two miles long and a mile wide. Still, nearly everyone drives, making parking an issue at peak hours.

Stay at the James Hotel (7353 East Indian School Road, 480-308-1100) for prime people watching and V.I.P. access to its hot J Bar. Flashing a hotel room key will get you and a guest past any doorman. Current rates range from \$229 for a standard room to \$429 for a suite. In high season (January to April) those same rooms go for \$279 to \$309.

For something more secluded but still chic, head north to the Sanctuary on Camelback Mountain (5700 East McDonald Drive, Paradise Valley; 480-948-2100) and check into one of its newly remodeled casitas with 42-inch flat-screen TVs and steel-blue sofas. Rates are \$400 to \$550.

Both hotels offer trendy restaurants. There's also Stingray Sushi (4302 North Scottsdale Road, 480-941-4600), which offers both raw and cooked dishes and fancy cocktails. For dancing, the newest nightclub is e4 (4282 North Drinkwater Boulevard, 480-970-3325). Expect a line as early as 10:30 p.m. on weekends. BS West, which draws a gay crowd, is at the north end of Craftsman Court. Other clubs like Axis/Radius, Suede and Myst, all within blocks of one another south of Camelback Road and east of Scottsdale Road, also draw a young, energetic crowd.

out in pockets — a cluster of nightclubs at the northern end of downtown, a row of bars on Craftsman Court near the Fifth Avenue shopping district, and the James in Old Town. Throughout downtown, restaurants, chains and Southwestern-themed shops hawk cowboy boots, turquoise jewelry and jackalopes still dominate.

After dark, on Main Street, old-timers wearing wrangler shirts and cowboy hats dance to country tunes at the Rusty Spur Saloon — a kitschy Western bar that used to be a bank. The bank vault serves as a liquor cabinet and beer cooler. And though there are no fish tanks, waterfalls or drinks with fanciful names, some hipsters prefer it to the trendy spots popping up around town.

"There are not a lot of dive bars in Scottsdale," said Jason Miller, a 27-year-old financial adviser. "This is the coolest bar in town because it's real."

